"The Crowd Roars" Opens, Loew's, Toronto

CANADIAN MOVING PICTURE DIGEST

RAY. LEWIS
Editor and Publisher

Vol. 30, No. 20 | TORONTO 2, CANADA | September 3rd, 1938

THE FIRST SUCCESS!

How fitting that Motion Pictures' Greatest Year is launched by M-G-M's "Marie Antoinette." In its first Popular Price engagements it has become established as the first big hit of the Fall Season!

(See Inside Cover)

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The LION'S ROAR

Leo doesn't think any the less of his collection of Academy Award statuettes, but it was a pleasant change to get a Blue Ribbon this week.

For "Love Finds Andy Hardy."

Readers of "Box-office" magazine voted it the best film released during July for the whole family.

Ditto for exhibitors!

We've got inside information about the next of this series, "Out West With The Hardys."

A chap who heard the plot over a luncheon table at the studio described it as "excellent." Since he is conservative this corresponds to your "terrific."

Repeat bookings of the previous "Hardy" pictures are reported from many sections of the country.

A smart showman in Michigan is playing them on the same night of the week for three weeks in a row. He established it as "Hardy Family Night."

Getting additional business thereby.

Also our Hardy congratulations.

★ ★ ★ ★ ★

Patrons like Shorts. There have been several surveys lately proving that the public is more "short-conscious" than ever but you'll be a lot more convinced by a personal survey in your own lobby. M-G-M's intelligent, exploitable and entertaining subjects continue to lead their field. For instance currently: Pete Smith's "Follow The Arrow" and "The Story of Dr. Carver." And we guarantee you'll get plenty of comment on the human-interest, informative and inspiring, "The City of Little Men."

★ ★ ★ ★ ★

EXTRA! *As we leap to press!*

"MARIE ANTOINETTE" FIRST POPULAR PRICE engagements terrific. A proved $2 sensation in Los Angeles and New York, M-G-M set first popular price tests in small towns (Petoskey, Frankfort, Michigan; Lake Geneva, Delevan, Sheboygan, Wisconsin) where it is beating M-G-M's Biggest, such as, "Test Pilot," "San Francisco," "Saratoga" foreshadowing tremendous nationwide hit.

"Today's white-haired boy"

THEY'RE SAYING NICE THINGS ABOUT YOU, LEO!

The announcement of the release of "Marie Antoinette" at popular prices, entailing cancellation of road-shows, has met with widespread industry approval. To help the industry put its best foot forward at the commencement of the united screen drive this Fall M-G-M delivers a production which raises the stock of all companies. A patron of the Astor Theatre writing to the Management reflects what this move means: "For some time there has been a lot of talk that Hollywood was failing us, that they were no longer capable of turning out great films. Can these critics still stand by that statement after 'Marie Antoinette'?" And celebrated showman Charles P. Skouras writes to Loew's President, Nicholas M. Schenck: "Metro-Goldwyn-Mayer in this picture gives a starved entertainment world the greatest of its many achievements. I predict 'Marie Antoinette' will go on to be the box-office hit of the year and the Academy Award Winner."

MOTION PICTURE DAILY
"Crowd Roars" Gets $6,500 at Oklahoma
"Andy Hardy" Big Boost for Buffalo
"Broadway" Takes $13,900 at Omaha
"Crowd Roars" Hits $15,000 at Cleveland
EVIDENTLY
THE CROWD
"Crowd Roars" Pittsburgh's Hit, $15,700
"Crowd Roars' Kansas City's $14,600 Lead
ROARS!
"Crowd Roars" Is Smash Cincy Draw
"Crowd Roars" Is Milwaukee Leader

Additional hold-overs of "The Crowd Roars" at Detroit, Louisville, Providence, Rochester, Syracuse, Houston, Philadelphia, Cincinnati, Hartford, New Haven, Worcester, Cleveland, New York (Capitol) and more as we go to press.

ASTOR THEATRE HAS A NEW $2 SENSATION!

The famed home of great M-G-M road-shows is noisy with ticket-buyers again. Standees at every performance of "Marie Antoinette" since its opening. Advance sale biggest of any Astor picture in the past ten years. Plenty of excitement on Broadway that will be duplicated on your Broadway!

★ ★ ★ ★ ★

$2 WORDS!

The New York press sat enthralled before the wonders of "Marie Antoinette" and gave out as follows: "'Marie Antoinette' superb. One of the year's treats."—William Boehnel, World-Telegram; "Most sumptuous spectacle of the year."—Howard Barnes, Herald-Tribune; "Deserves one of the top places on list of pictures to be seen."—Eileen Creelman, Sun; "Norma Shearer's fans hail her triumphant return with rousing cheers."—Bland Johaneson, Mirror; "Royal reception. Stirring production."—Kate Cameron, News; "Stirring action. Impressive achievement."—Rose Pelswick, Journal-American; "Major event. One of the biggest spectacles ever filmed."—Leo Mishkin, Telegraph.

★ ★ ★ ★ ★

THE EDITORIAL WHEE!

Nobody had to call Leo's attention to that widely discussed editorial in Jay Emanuel Publications last week.

In case you missed it, we reprint it here in part:

"Praising Metro sales policy is not a new departure for this department. It is therefore time to commend Metro for continuance of that fair selling policy which exhibitors have been so quick to recognize. Let the Metro spirit of fairness be best exemplified by a letter received by exhibitors. (The letter concerns designation of pictures in uncompleted percentage brackets). Metro could have filled the higher brackets but it isn't doing business that way. It feels treating exhibitors fairly pays bigger dividends. And other companies' sales departments wonder why exhibitors shout so loudly in praise of the cohorts of Leo. It was never more apparent—fair play brings greater returns always."

Thanks Mr. Editor.

M-G-M likes to think of its boys in the field working with exhibitors toward a common goal, success for all.

Three little words that sum it up:

THE FRIENDLY COMPANY.

Leo

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Associate Editor

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RAY LEWIS
Editor and Publisher

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Easy to Digest"

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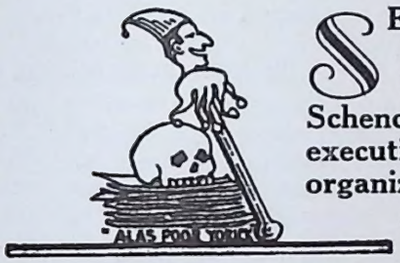
GOVERNMENT FROM WITHIN



SEVERAL weeks ago Mr. Sidney Kent, Mr. Nicholas Schenck and other leading executives of our Industry organized to establish a self-governing board, which is the best news we have heard in some time. Editorially, we have talked the old "get together" necessity for some time.

The trend of the times in which we live is pointing to a unionization of every department of our Industry.

The trend, in every nation, is toward a government film control. The Film Industry, which enjoys its independence in those countries which have given it this priceless liberty, should at least show that it is capable of self-government, rather than present a spectacle of constant bickerings, and disruption between its respective departments.

There should be the warmest kind of business relationship between traders; and regardless of all the elements of gambling which is a part of Show Business, the intangible product which is traded, and which has to depend on public opinion for the establishment of its market value, a contract satisfactory to the parties concerned is possible.

In the old show days, when theatre-owners began to complain of percentages, there was a system introduced, whereby the theatre-owner recouped overhead, and divided with the company on profits.

This gave the theatre-owner about 20 to 25 per cent of the first intake; and gave the company from 38 to 40 percent of the balance.

Percentages will have to be adjusted. When the box-office could not keep up with the demand, it was different, everybody made money, and when big money is being made, no one argues about giving up a slice of it.

When business dwindles, the kicks commence; the kicks disorganize a business and it, like nations in distress, becomes a prey to a political opportunist, either singly in the form of a dictator, or collectively in the form of party government control.

We have a number of seasoned exhibitors in our business, and seasoned producer-distributors. Both know each other's language.

In England the bickerings developed a Film Council. It is a British Film Council, on British territory. There is a noticeable and audible irritation here, and it is directed toward producer-distributors by exhibitors, who are kicking about percentages, etc.

It would be well for both to compromise on their rights and wrongs. There are irritations in Canada, in the U.S., in Australia, etc.

Collective bargaining has a union label, and government recognition. If the business relationship between buyer and seller does not cease to be a source of grievance, we will have a spread of collective buying; and the producer-distributors are fertilizing this development wherever there is film trade.

AN OFFICIAL WARNING

THE Ambassador from the U.S. to Great Britain, has had considerable film training. Enough to know the game.

His business training has been wider than many of our film executives, in its area of operation. He is on the "inside" of Trade and Commerce, as this relates itself to nations.

He meant a great deal when he spoke at the U.A. Murray Silverstone luncheon at London, last month.

(*Continued on Page* 5)

RAY PRESENTS

RAY LEWIS

MR. ALEXANDER KORDA was host recently to thirty-five Canadian students who were visiting Great Britain, under the auspices of the Overseas Educational League.

These girls came from across Canada, Quebec, Manitoba, Saskatchewan, British Columbia, and Ontario being represented, one student came from Newfoundland, and a few girls came from Virginia and Massachusetts, U.S.A.

I first met this group at Electra House, head office of Cable and Wireless, where the girls, Merryl Lea and myself were the guests of the company, our host being the managing director, Mr. Wilshaw.

What a feast Mr. Wilshaw prepared for these young ladies, everything from "soup to nuts", following a tour of inspection over Electra House.

Standing in one of the rooms, one saw this company's contacts with the whole Empire. One saw the names of the capitals of the world, where messages came through in their respective code language, and where messages were sent from the London office in the language of the country designated.

I UNDERSTAND, from Mr. Wilshaw, that an educational movie has been made of this century's miracle, the wireless which covers the world.

The students from Quebec were permitted to cable their parents, and in return received immediate replies from their parents, the company having arranged for the parents to be at the Montreal office to receive and to send replies, with the compliments of the company.

These students, boys and girls, annually take these European visits. It would be an excellent idea for our Film companies to be aware of their presence, wherever they may be, for these are the customers, not only of today, but of tomorrow.

I asked the girls if they had been invited to visit a British studio. They said they had not, but would love to. The chaperones agreed that it would be a real treat if it could be arranged, as some of the girls from Quebec had never been in a motion picture theatre, being under sixteen years of age.

Mr. Irving Asher, studio manager for Mr. Alexander Korda, at Denham, arranged at my request, to have the students visit the Denham Studio; and Mr. Ware, publicity manager at the studio, arranged to have a motor bus call at the University Hall, where these girls were resident guests, bringing them all to Denham.

THE girls and their chaperones were photographed on the exterior sets used for "Four Feathers", the Mason story now in production, and on the exterior sets of "The Drum". They were shown the galley which had been used in "Fire Over England". They were photographed on the set of the castle of "The Ghost Goes West", the latter being among the favorite re-issues.

These photographs, with the names of the girls, were immediately mailed to the press in Canada, to where the girls live in Canada and to the U.S.A.

After tea was served, and what an appetite that thirty-five had, the girls were photographed with June Duprez, new star discovery of Korda, who is starring in "Four Feathers".

The shrieks of delight were worth a short subject, and then the thrill of thrills for these movie fans came when Mr. Zoltan Korda sent his assistant director to invite the group to come into the studio where he was directing a scene in "Four Feathers", and in which June Duprez and C. Aubrey Smith appear!

IT was the first time in the history of the studio, that such permission had ever been given, but Canada was the "Open Sesame" to a door which had a sign large enough for the blind to read, "NO VISITORS".

Korda has made a group of movie fans who will never fail to see a Korda picture. He, also, did advance publicity on "The Drum" and on "Four Feathers", which cannot be measured in dollars.

These students go into residence for two weeks at St. Albans, a very fine ladies' school at Eastbourne, prior to their return to Canada, on the Empress of Australia.

They all took notes, for they keep a diary of their trip, at the end of which trip they enter a contest for prizes given, covering the best looking diary, the most interesting one, and a prize for the best photographs taken.

Last year, the Queen Mother read the diary of the prize-winner and sent a personal note to her expressing Her Majesty's interest.

Aubrey Smith was a great favorite with the girls, who flocked around him; and since he knew much of Canada, a very good time was had by all.

(Continued on Page 5)

Trailer No. 5 Expressed Sept. 2 To Every Theatre Pledged. No Charge For Trailer. Additional Pledges Will Be Supplied As Pledges Received. Trailer Is 90 Feet and Good for Whole Contest

Digest Reviews and Previews

"BARNYARD ROMEO"
UNIVERSAL

A RATHER clever cartoon, featuring a triangle formed by Clock Gobble, a turkey, Dulcie Duck his true love, and the vamp, a Peacock. Theda Bara Peacock lures Clock away from Dulcie, but the latter dresses up as a gay caballero and proceeds to lure Miss Peacock away from Clock. Clock attempts suicide but is rescued by Dulcie. All very amusing.

Running time—7 minutes.

"TRAPPED UNDERGROUND"
VITAPHONE

THE best Floyd Gibbons True Adventures in quite some time. Gibbons reverts to the exciting, thrilling stories, that were the feature of the series at the beginning, and gives us a real hair-raising adventure story. A biologist is commissioned by the police to capture another biologist, a murderer. It is nearly curtains for the scientist-detective, when the murderer lures him into an abandoned mine shaft, but the detective succeeds in overpowering his opponent. Book it.

Running time—13 minutes.

"HOW TO RAISE A BABY"
METRO-GOLDWYN-MAYER

ROBERT "The Inimitable" Benchley demonstrates his theories on how to raise an infant, demonstrating with three ages, infancy, a couple of years later, and at the not-so-tender age of six or seven. The biggest laughs come when Bob tries to bathe his infant, finally winding up by a taking a bath himself. Well worth booking.

Running time—9 minutes.

"BULLDOZING THE BULL"
PARAMOUNT

POPEYE the Sailorman turns toreador in this latest epic. Being a believer of the axiom, "Be kind to dumb animals", Popeye first tries to argue the bull out of his homicidal tendencies, but all he gets for his efforts is a severe shakeup, when the bull "horns in" on him. A good stiff swig of spinach, tossed to the floundering sailor by Olive Oyl sets everything right again, as our hero tosses the bull for a city block or two. The kids will like it.

Running time—7 minutes.

"MANY SAPPY RETURNS"
COLUMBIA

A CHARLEY CHASE comedy, featuring the popular comedian under the new trademark for him, of Columbia. Charley is seen in the role of a taxicab driver, who falls in love with his boss' daughter. Complications are introduced by an escaped nut from the asylum. It all comes out satisfactorily with Charley getting the girl, and the nut getting the wagon. Okay.

Running time—18 minutes.

"MIRACLES OF SPORT"
VITAPHONE

THE first in a new series entitled "Color Parade", this subject provides much of interest to the average theatre-goer. Short is divided into three parts, first dealing with football, with Amos Stagg's team the centre of interest; second part features a blind bowler, whose skill is truly amazing; third and final section presents an ambidexterous golfer, who demonstrates how to hit a golf ball with any part of the club, from any position, and with either arm. Very interesting.

Running time—10 minutes.

PERSONAL MUSINGS

SCOOP! Congratulations to Ben Ulster, Embassy, Toronto, on his engagement this week to Miss Mildred Sandler of Toronto.

Gilbert Martin has replaced Harry Smith as manager of the Trent Theatre, Trenton, Ont.

Loew's Theatre, Montreal, for many years operated by its owners, the Mansfield Theatre Company, Ltd., has been taken over by Consolidated Theatres Ltd., who also operate the Capitol, Imperial, Palace, Princess and His Majesty's in Montreal.

Charles Straw, manager of the Capitol Theatre, Calgary, Alta., has been transferred to the Empress Theatre, Edmonton, Alta.

Joe Simon, Regal booker, is reported to have found this year's Famous Player's Convention, the most profitable he ever attended. Charlie Querrie, Palace, Toronto, also is "Happy about the whole thing".

Martin Bloom of Premier Operating Corp., was the winner of the Golf Tourney held during the F.P. Convention. His score was 76. Rumour has it that the reason many of the exhibitors didn't turn in a good score, was the fact that they were afraid if they registered good scores, the "boss" would think they had been paying more attention to their game than to their theatres.

George Borneham, Muskoka Theatre, Gravenhurst, was a visitor in Toronto this week.

Milton Fallick, Lyceum, Hamilton, in town this week.

While ultimatums to Germany were being talked about by Great Britain and France, the Film Industry in Canada had their own ultimatum last week, when the City of Windsor presented Simon Meretsky, Capitol Theatre, with an ultimatum with respect to a certain sulphur odor which was permeating the downtown shopping district and emanating from the theatre's air-conditioning plant. It is reported that Simon capitulated, expostulating.

Manager W. P. Pilkie, Columbia, Vermilion, Alta., has installed new seats in his theatre.

George M. Davey, manager of the Family Theatre, Toronto, has been appointed to the managership of the Noranda Theatre, Noranda, Que., in succession to Louis Gauthier.

"Say L."

Scenes from the RKO Radio production, "Carefree", co-starring Fred Astaire and Ginger Rogers. Directed by Mark Sandrich. Produced by Pandro S. Berman.

THEATRE CONSTRUCTION AND RENOVATION

TWO new theatres will open for business in the Drumheller Valley this month, one at Rosedale, and the other at Newcastle. The Rosedale will be air-conditioned and fully modern, serving an area which offers approximately 3,000 theatre-goers. It will cost approximately $25,000. The burnt shell of the old Ukrainian hall at Newcastle is being rebuilt, with the basement being used as a foundation. Rosedale's theatre will open early this month; Newcastle's toward the end of the month.

MONTREAL, QUE.

MAX LECOCQ has been awarded bulk contract for proposed alterations to Desrosiers Hall for conversion into a theatre, 5716 Hadley Street, near de Villiers. Owner is Louis Desrosiers.

RED DEER, ALTA.

WORK is well under way on the new theatre being built here by Jack Ellis, of Calgary. The new picture house will be of brick and tile construction, and will be 44 x 130. The front will be modernistic, and the latest in projection machines, seating, and interior equipment will be installed. The cost will run from $35,000 to $40,000. Plans call for the house being opened before the end of October.

SIMCOE, ONT.

CROWDED houses greeted the opening of the new Community Theatre, formerly known as the Main, last week, when the doors were opened on the entirely renovated house on Main Street, near Kenilworth. Manager Lloyd Gurr welcomed the large crowd, and admiration was expressed on all sides for the beauty and comfort of the theatre.

EDMONTON, ALTA.

COMPLETELY rebuilt and refurnished, with new seats, new sound equipment, new projection machines and lamps, with its air-conditioning plant functioning at 100 per cent efficiency, and with the interior streamlined in accordance with the latest theatre architecture, the Rialto Theatre reopened last week. Over $60,000 was spent in the work and all in the past two weeks. Not only has the interior of the house been absolutely rebuilt and re-equipped, but the outside lobby has also undergone considerable renovation, and Rialto patrons now enter the popular theatre through a lobby resplendent in a color scheme of ebony black and emerald green, specially imported vitrolite glass being used in the work. William J. Long is the manager of the Rialto.

VEGREVILLE, ALTA.

THE Vimy Theatre here has just installed new sound equipment. The previous equipment, once more than adequate, was not advanced enough to take care of new advances in methods of recording, and the result was a somewhat blurred reproduction. However, since the new equipment has been put in the projection booth, and the new screen and sound horns installed, the improvement in clarity is most pronounced.

VERNON, B.C.

CONSTRUCTION on Vernon's new $45,000 Capitol Theatre is being rapidly pushed forward, with approximately 30 men working to keep the building ahead of the operating schedule. The foyer, from which are the manager's office and rest rooms, has been completely roughed out and work is well ahead on the projection room, directly above the main lobby. Unless some unforseen accident occurs, the building should be ready on the date specified on the contract, October 15.

FORT FRANCES, ONT.

WITH a day and night crew, consisting of 28 men, work of remodelling the Royal Theatre building is rapidly nearing completion. F. G. Myers, contractor, who is in charge of the work stated that he expects the job will be sufficiently advanced to enable re-opening of the premises early this month. One of the latest air-conditioning plants is being installed in the new theatre. O. C. Polenske, manager of the house, is reported sparing no expense to make this building one of the most modern and completely equipped theatres in the vicinity.

THE SUCCESS
of your
THEATRE
depends upon
GOOD EQUIPMENT
consult
GENERAL
THEATRE SUPPLY COMPANY Ltd.
104 BOND STREET TORONTO • 336 MAYOR STREET MONTREAL

EXHIBITORS CHOOSE BEST PICTURES

"JEZEBEL"

"This story of the old South was made to order for my patrons. Bette Davis' performance is magnificent, and many of the audience did not hesitate to tell me so."

HAROLD SMITH,
Parliament Theatre,
Toronto, Ont.

"GIRL OF THE GOLDEN WEST"

"Our patrons found this picture very entertaining, and liked it very much. The singing of both Nelson Eddy and Miss MacDonald came in for plenty of praise, and the work of Walter Pidgeon got quite a hand."

MORRIS SIEGER,
Bellevue Theatre,
Toronto, Ont.

"ADVENTURES OF TOM SAWYER"

"In a rather dull month, this picture gets the nod by a short hair. The weather turned a little cooler during this film's engagement, and as a result it pulled ahead of the others at the box-office. Everybody liked it, and many remarked about the excellence of the color."

AL SEDGEWICK,
Belsize Theatre,
Toronto, Ont.

"IN OLD CHICAGO"

"Give me 49 more "Old Chicagos" and I'll be happy for the rest of the year. This is a picture that will appeal to young and old. For the first time in my experience, there was not one single adverse comment from the patrons, and that's something."

LEO BLOOM,
Century Theatre,
Toronto, Ont.

"TEST PILOT"
"JUDGE HARDY'S CHILDREN"

"It's a toss-up between these two fine Metro features for this month. The Gable-Loy-Tracy is the more spectacular movie of the two, but the 'Judge Hardy' series is a favorite in this house, and everybody enjoyed it. Acting in both films is of the highest possible calibre. Mickey Rooney will soon be Hollywood's No. 1 star, if he continues as he has been doing."

JACK PURVIS,
Village Theatre,
Toronto, Ont.

POSITION WANTED
Grade A projectionist desires change in theatre. 9 years in sound. Best references. Apply
BOX 24 — DIGEST

Warner's "Four Daughters" Nice $80,000 On Hold-Over, Radio City Music Hall, N.Y.

"Motion Pictures' Greatest Year"

DON'T BE LEFT IN THE COLD

The exhibitors box-office keynote of the entire Industry Drive was sounded by Max Cohen, prominent New York Independent circuit owner, when he said at the recent Astor Hotel meeting:

"There may be a few angles of the Movie Quiz Contest we don't entirely like; some exhibitors might feel that this would justify them in staying out of the Drive . . .

"But supposing we don't join the Drive . . . then what?

"I for one don't intend to sit around and watch this Drive bring business into my competitors' box-office while I pout on the sidelines. This Campaign and Contest is certain to mean business for the theatres in it; I want my theatres to share in that business."

CANADIAN REGIONALS FORMED

REGIONAL committees and local committees to promote community drives have been established in all provinces and sections of Canada, and the entire Dominion is lined solidly behind "Motion Pictures' Greatest Year", J. J. Fitzgibbons, of the Canadian National Committee, announced Wednesday. More than $30,000 has been pledged to the drive by Canadian exhibitors to date.

The National Committee, comprising Mr. Fitzgibbons, Famous Players Canadian; H. M. Masters, United Artists; Col. John A. Cooper, of Motion Picture Distributors and Exhibitors; L. M. Devaney, of RKO Distributing Corp., and N. A. Taylor, of the Independent Theatres Association, have completed a 10,000-mile tour, by train and plane, to all Canadian keyspots, and reported enthusiastic reception along the whole itinerary.

The following regionals have been formed:

British Columbia: Hugo Ray, chairman; Miss A. E. Scriven, secretary; *Alberta*: P. Egan, chairman; V. M. Skorey, secretary; *Saskatchewan*: P. W. Mahon, chairman; Bill Novak, secretary; *Manitoba and Northwestern Ontario*: J. H. Huber, chairman; Thomas Pacey, secretary; *Ontario*; N. A. Taylor, chairman; Harold Kay, secretary; *Quebec*: Arthur Hirsch, chairman; D. A. Burpee, secretary; *New Brunswick and Prince Edward Island*: W. H. Golding, chairman; Miss A. Fairweather, secretary; *Nova Scotia*: R. J. Macadam, chairman; T. J. Courtney, secretary; A. J. Mason, national representative.

SIGN AT EXCHANGES

EXHIBITORS who have not signed pledge cards for the "Motion Pictures' Greatest Year" Industry Drive, and who are not, therefore, on the preferential list for Campaign Accessories, may sign such cards, and receive their cards of membership at the exchange where they order their materials, Mr. George J. Schaefer announced today.

PUBLICITY COMMITTEE MEET

THE initial meeting of the newly-formed Publicity and Radio Committee, as formed by the Canadian National Committee of the "Motion Pictures' Greatest Year" Campaign, was held Tuesday, August 30th. Present were Dewey D. Bloom, James Nairn, Jack Arthur, Jay L. Smith, Mrs. S. H. Falk, Jules Bernstein, Frank O'Byrne and R. Main. Absent were, W. M. Gladish and M. Wilks. Dewey Bloom had the chair, and opened the meeting with an address outlining the object of the new committee. Among other business, Mr. Jack Arthur was appointed a committee of one to deal with radio matters.

TELEPHONE STUNT

WHEN the stunt initiated at the headquarters of the motion picture industry drive this week goes generally into effect, theatres, offices and exchanges throughout the country will answer their telephones with the greeting: "This is Motion Pictures' Greatest Year".

That is already the greeting of the switchboard operator at headquarters, 1540 Broadway, and the plan is to urge every office and all theatres connected with the drive to adopt it. For example, the Bijou Theatre at Blank City would answer the telephone in this fashion: "This is Motion Pictures' Greatest Year — Bijou Theatre".

Stop ! Look ! Listen !

Irene Dunne receives Good Diction Award of the American Society for the Hard of Hearing, following its national survey among 20,000,000 members to determine which of Hollywood's feminine stars can be best understood by those forced to follow speech through lip reading . . . Combination "horror" booking of re-issued "Dracula" and "Frankenstein" reaches top box-office proportions; combo clicks at Regina Theatre, L.A., for three weeks with original booking of three days; Blue Mouse Theatre, Seattle sets new house record on opening day of combination . . . Courts okay transfer of G-N assets to Earl Hammons, Educational; report Louis Jackson, British financier and representative of newly-formed Anglo-American Film Corp., interested in deal . . . ERPI Board to select new president September 13, following death of Whitford Drake; Dan C. Collins, vice-president of organization reported logical successor to presidency . . . Production on "Gone With The Wind" to be started by Selznick International sometime in December; Gable definitely set with M-G-M releasing . . . Joe E. Brown, film comedian, signs contract with General Foods for radio program over Columbia Broadcasting System in behalf of Post Toasties . . . Universal seeks Bing Crosby for one-picture deal . . . Paramount will release Pommer-Laughton production, "Vessel of Wrath" in U.S. and Canada . . . Norma Shearer leaves Mount Sinai Hospital, N.Y., after treatment for minor ailment . . . Strand, N.Y. starts new policy of "name" bands plus pictures; first combination, Ben Bernie and "Boy Meets Girl" clicks for $35,000 . . . Rumour indicates possible merger between Gaumont-British theatres, Oscar Deutsch's Odeon circuit and Sidney L. Bernstein's British chain . . . Ralph Morgan to be named President of Screen Actors Guild at general election of officers September 18 . . . Canadian National Exhibition, Toronto, shows considerable rise in attendance over last year, when polio epidemic killed attendance.

MOTION PICTURES' GREATEST YEAR
BETTER THAN EVER

I/We wish to be a part of the movement for the observance of The Motion Pictures' Greatest Year and in furtherance of the plans for that movement hereby subscribe to pay to the Treasurer, Frank C. Walker, at the rate of 10 cents a seat for all theatres operated by the undersigned.

Sign .....

Theatre .....

Circuit .....

City ..... **No. of Seats** .....

Date .....

Wanger-U.A.'s "Algiers" Clicks In Philadelphia With $16,000, Aldine Theatre

Washington Film Digest

By GEORGE W. MEHRTENS

NEW DEAL PLANS NEW MOVIE

Washington, D.C., Aug. 29—(CTP) THE New Deal, which has already produced two highly successful documentary films, is now seriously considering a third, to deal with the problem of unemployment, it is learned here. The National Emergency Council has the proposed film under consideration. Pare Lorenz, who made "The Plow That Broke The Plains" and "The River" for the government, is studying the possibilities of such a movie, as he will more than likely direct the next film, also. The Public Works Administration, The Works Progress Administration and the Reconstruction Finance Corporation, the three agencies which will jointly finance the picture, have approved it in principle. Final opinion will be withheld however, pending more tangible details.

Several months ago, Mr. Lorenz produced a radio program entitled "Ecce Homo" dealing with unemployment. It is quite possible the film will be entitled the same, and like the radio program, will deal with the causes and effects of unemployment throughout the country.

Lorenz's latest production, "The River", has been and still is very much in demand by exhibitors. "The Plow That Broke The Plains" was also shown in commercial theatres, but not to as great an extent as "The River".

If the new picture on unemployment is made it will probably be distributed free, as were the first two films. In previous cases, the exhibitor had to pay only transportation charges.

LORENZ DENIES COMPETITION

DENYING that he or The National Emergency Council have any intention of producing pictures in competition with private industry, Pare Lorenz, now on the NEC payroll as "Film Coordinator", made it plain that the outcome of the anti-trust suit filed in New York against the majors will have no bearing upon his Government film bureau.

Lowell Mellett, NEC director, indicated the only difficulty holding up Lorenz from picking a theme and producing another picture, was lack of appropriation of funds at this time. "I would like to see other pictures like 'The River' ", commented Mellett.

Lorenz, Mellett said, is now seeking to obtain "some unity in operation" in the motion picture activities of the different Government Departments, Bureaus and Agencies.

Lorenz said: "We will operate at NEC with the sole purpose of making educational documentary films and of serving as a government editorial bureau for the information of commercial picture concerns. If our films are good, theatre operators certainly will want to show them."

Lorenz added the films will be released to theatres free of charge and that the Federal Government will receive no box office proceeds. Lorenz declared also that the results of the two distributions on his previous Government films in no way affected the Government's decision in charging the majors with alleged monopolistic practices.

"The Plow" was Government-distributed, through the Farm Security Administration, while "The River" was released through Paramount Pictures, reaching many more theatregoers than the former picture.

ARNOLD CITES ZUKOR STATEMENT

IN a nation-wide broadcast over the Columbia Broadcasting System, Assistant Attorney General Thurman Arnold last week took occasion to cite the 1921 statement of Adolph Zukor decrying the control of theatres by producers.

In his address, "The Anti-Trust Laws, Their Past and Future" Mr. Arnold declared:

"As early as 1921, Mr. Adolph Zukor made a speech in which he predicted the misfortunes which would come from the monopoly control of theatres. He then became one of the leaders in acquiring control of theatres. It is not fair to criticize Mr. Zukor. With the acquiescent policy of the government in 1920 and 1930, he had to acquire control or someone else would have beat him. We cannot refuse to penalize rough play in the competitive game and then complain because the more gentle team is not successful."

Mr. Arnold, in the early part of his address, declared that his department was sadly lacking in personnel, and cited the numerous employees of other agencies, while the Anti-Trust division has only 90 lawyers.

"So long as the personnel of the Department is so small that violations of the anti-trust laws must be ignored, because there is no one to investigate or try them, we have no practical control of the situation. With such an enforcement organization, anti-trust cases must be selected on the the basis of their relative importance, while the vast mine-run of offenders are permitted to go their way unmolested."

Citing an example where a middle man in a community controlled a certain industry and was forcing the independents out of business, Arnold declared, "It is a tragic situation because it is so typical. Automobile dealers, independent moving picture theatres, independent oil companies, in fact, unorganized business of all kinds to a greater or lesser degree, feels the arbitrary control by those who have erected toll bridges over which the consumers and small business man must pass in order to buy or sell".

CALGARY, ALTA.

AT a cost of many thousands of dollars, the Isis Theatre here, manager Glen W. Peacock, reopened last week, completely remodelled from top to bottom. Air-conditioning equipment was installed, new seating put in, acoustical facilities improved and lighting and decorations have assisted to complete the transformation. The house presents a smart new modernistic front, carried out in white stucco, black and chromium. A new marquee has been erected, lighted indirectly. A novelty feature is the complete abolishing of the old style box-office. The Isis Theatre box-office is now merely a marble counter, across which smiles the cashier as the tickets are handed out. The buying area has been marked off from the rest of the lobby by silk cords.

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Columbia's "I Am The Law" Satisfactory $23,000, Capitol, N.Y.

Merryl Lea En Route Venice

WITH Venice, Italy our destination, Miss Lewis and I set out from London early in the morning to motor to Folkestone. The International Film Festival, which takes place annually at Venice, is the purpose of our visit to that city.

Among the pictures to be shown this year, are two British pictures, Alexander Korda's "The Drum" and Gabriel Pascal's "Pygmalion". Every film producing country in the world will exhibit their finest films produced throughout the year. The festival lasts for one month, and films from America, France, Italy, India, Russia, etc., will be shown. I do not know just what pictures we shall have the privilege of seeing other than Bernard Shaw's "Pygmalion", which will be screened on August 26th, but you will read about them in The Digest.

FOLKESTONE

WE boarded the Channel boat at Folkestone, which is about a two hour drive from the West End of London, through the lovely English countryside. You are familiar with the town of Folkestone, because it was at this seaside resort that the Cinematograph Exhibitors' Association held their Conference last June. However, Exhibitors often refer to themselves as "poor fish", and certainly anyone would be a "sucker" to go to Folkestone, unless they were boarding the first boat for France. The air there is — well to coin the right word, the town is "fishified".

THE CHANNEL CROSSING

AFTER an unusually calm trip across, which took about one hour and a half, we reached Boulogne. I must admit that I was relieved, but a little sorry that I had not experienced a "notorious" Channel crossing. So here I am on the Continent — but still not "Channel-wise". However, I am assured by various veteran travellers, that I will probably get my experience in the way of a rough crossing on my return trip to England, and that I stand but a slim chance of the pleasure of a calm passage again.

"BRITANNIA"

ENTERING the harbour at Boulogne, a little old lady, of what nationality I know not, turned to me and pointed toward the left. "There," she cried, "is Napoleon, he turned his back on England!" I looked, and saw the statue in the distance on the hill. I turned toward the right of the entrance to the harbour, and pointed out the new monument, "Britannia", which stands there. The figure of a woman, holding a shield — her arm held high with a sword pointing to the skies.

"Over there," I quietly remarked, "is the monument which His Majesty King George VI of England, unveiled just a fortnight ago." There "Britannia" stood, a classic figure, symbol of dignity, representative of Britain. I stood at the railing lost in reverie, while the crowd hurried below. I was thinking of another statue, symbol of liberty — and another harbour. I saw with my mind's eye, a bit of France, thousands of miles across the Atlantic. I saw the Statue of Liberty against the New York sky-line.

CANADIANS GO NATIVE

BECAUSE it was necessary to reach Reims by evening so that we might spend the night at a suitable hotel, we could not stop to see the theatres at Boulogne, but we are planning to do so on our return trip.

In a very short time we were through the French Customs. When you say "Canadian", the officers smile — but alas, they expect you to speak French like a native!

THE MARNE

MOTORING through the northern part of France is a revelation. It is not only an enlightening experience for those who do not remember the horror and devastation of the Great War, but for those who have only heard and read about it.

To go through country which bears the mark of the "destroyers", is a lesson such as one can never forget, in the futileness of all war. To go through villages which appear dead, to see the shattered stone walls, the bullet-scarred homes, to see the poverty — is to realize what invasion means. To see great holes in God's green earth, to see remnants of trenches, to see dugouts, to see tangled barbed-wire rotting in the ground these twenty years — fills one with pity for France and for her simple peasant people who suffered most.

There is no place in France where people have ceased to mourn! Every village and town has its monument to those who fought and died! In the fields the women work, toiling to replace the father, the brother or the son who died. Everywhere at the side of the roads may be seen simple crosses erected in memory.

As we drove for many hours through the valley of the Marne, our hearts were sad. Your Editor had memories. To me a chapter in the book of Life was opened, the pages were turned to reveal the results of a conflict which I never knew.

GRAND HOTEL

I AM sitting in the Grand Hotel Du Lion D'or (try your French out on that name), Reims, and it is raining. The sound of the rain makes it so much like London. If one didn't hear French being spoken and couldn't see the cafe tables on the boulevard, it could be England; it could be Canada in April. Even if one hears French being spoken, it might be somewhere in the Province of Quebec at any time.

Merryl Lea, photographed with a group of Canadian students at Denham Studios, England. This photograph was taken on a set representing the banks of the Nile, to be seen in "The Four Feathers".

"Alexander's Ragtime Band" Held Over 3rd Week, Uptown, Toronto

Shooting the Stars

ROBERT MONTGOMERY has been assigned the title role in "THE EARL OF CHICAGO"; this is a story, an original by BROCK WILLIAMS, that Montgomery persuaded METRO-GOLDWYN-MAYER to buy, and is the second time he has persuaded the studio to buy a special story for him; the last was "Night Must Fall" . . . . ARTHUR TREACHER and KEYE LUKE have joined the featured cast of 20TH CENTURY-FOX'S "BY THE DAWN'S EARLY LIGHT", co-starring WARNER BAXTER and ALICE FAYE . . . "MISS X", an original story by George Bricker and Lionel Houser, has been purchased by RKO RADIO, and will be adapted to the screen by the authors as a movie vehicle for SALLY EILERS; ROBERT SISK will produce . . . RONALD REAGAN has been assigned to one of the important roles in "GOING PLACES", the musical comedy in which WARNER BROS. will co-star DICK POWELL and ANITA LOUISE . . . IRVIN S. COBB, famed humorist, and LUCILLE WATSON, well known stage star, are additions to the cast of DAVID O. SELZNICK'S production, "THE YOUNG IN HEART", which stars JANET GAYNOR, DOUGLAS FAIRBANKS, JR., and PAULETTE GODDARD and features BILLIE BURKE and ROLAND YOUNG; release is through U.A. . . . MONOGRAM has signed GEORGE BANCROFT to the important role of JACKIE COOPER'S father in their forthcoming production, "GANGSTER'S BOY" . . . . GEORGE McCALL, radio commentator has been signed by UNIVERSAL to produce a short newsreel subject each week, showing odd, interesting and topical glimpses of Hollywood; the subjects will be incorporated into the regular Universal newsreel . . . . . casting for "HOMICIDE BUREAU", in which BRUCE CABOT and RITA HAYWORTH have the leading roles, is well under way with GENE MORGAN, ROBERT PAIGE and JOHN TYRELL the latest additions to the cast

Leslie Howard, star of the Gabriel Pascal production of George Bernard Shaw's "Pygmalion".

of this COLUMBIA picture . . . JOAN CRAWFORD, MARGARET SULLAVAN, ROGERT YOUNG and MELVYN DOUGLAS head the stellar cast for M-G-M'S "THE SHINING HOUR", based on the Broadway stage success by Keith Winters; it will present Joan Crawford in her first dancing roles since "Dancing Lady" . . . ANN GILLIS has been signed to play the lead opposite young TOMMY KELLY in "PECK'S BAD BOY WITH THE CIRCUS"; this SOL LESSER production which RKO RADIO will release will reunite the "Tom Sawyer" stars . . . EMMA DUNN has been signed for the role of "Ma" Hawkins in the SAMUEL GOLDWYN production "THE LADY AND THE COWBOY", which stars GARY COOPER and MERLE OBERON, and will be released by UNITED ARTISTS . . . . WARNER BROS. have assigned GLORIA DICKSON, CLAUDE RAINS and MAY ROBSON to important roles in "THEY MADE ME A CRIMINAL", the screen drama for the company's new star, JOHN GARFIELD; the sextet of "Crime School" and "Dead End" kids have already been announced for the cast . . . "TIME OUT FOR MURDER" will be the permanent title of the first of 20TH CENTURY-FOX'S "Roving Reporter" series, starring GLORIA STUART and MICHAEL WHALEN . . . NOAH BEERY, JR. and PAUL EVERTON, this week were added to the cast of "NOT FOR GLORY", COLUMBIA'S new JACK HOLT starring feature.

Trans - Canada Showings

TORONTO

IMPERIAL
"Boy Meets Girl" (Warners), starring James Cagney and Pat O'Brien.

LOEW'S
2nd week. "Love Finds Andy Hardy" (M - G - M), starring Lewis Stone, Mickey Rooney and Judy Garland.

SHEA'S
"Little Tough Guy" (Universal), starring the "Dead End" kids, and "Sinners in Paradise" (Universal), with Madge Evans and John Boles.

TIVOLI
"Tropic Holiday" (Paramount), starring Dorothy Lamour, Bob Burns and Martha Raye, and "You and Me" (Paramount), starring George Raft and Sylvia Sidney.

UPTOWN
2nd week. "Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

WINNIPEG

CAPITOL
2nd week. "Alexander's Ragtime Band" (20th Century - Fox), starring Tyrone Power, Alice Faye and Don Ameche.

FOX
"Divorce of Lady X" (London Films), starring Merle Oberon, and "Penitentiary" (Columbia), starring Walter Connolly.

GARRICK
"There's Always A Woman" (Columbia), starring Joan Blondell and Melvyn Douglas.

GAIETY
"Three Comrades" (M-G-M), starring Robert Taylor, Margaret Sullavan, Franchot Tone and Robert Young.

LYCEUM
"I'll Give A Million" (20th Century-Fox), starring Warner Baxter and Marjorie Weaver, and "Speed To Burn" (20th Century - Fox), with Michael Whalen.

MONTREAL

CAPITOL
"The Texans" (Paramount), starring Joan Bennett and Randolph Scott, and "When Were You Born?" (Warners), with Anna May Wong.

ORPHEUM
"To the Victor" (G-B), starring Will Fyffe and John Loder, and "Our Fighting Navy" (British), starring H. B. Warner and Richard Cromwell.

PALACE
2nd week. "Alexander's Ragtime Band" (20th Century-Fox), starring Tyrone Power, Alice Faye and Don Ameche.

PRINCESS
"Fast Company" (M - G - M), starring Melvyn Douglas and Florence Rice, and "Battle of Broadway" (20th Century-Fox), starring Victor McLaglen and Brian Donlevy.

SAINT JOHN

CAPITOL
"Josette" (20th Century-Fox), starring Don Ameche, Simone Simon and Robert Young.

EMPIRE
"Ah Wilderness" (M-G-M), starring Wallace Beery, and "Public Wedding" (Warners), with Dick Purcell and Marie Wilson.

PRINCESS
"Top of the Town" (Universal), starring Doris Nolan and George Murphy, and "I Cover the War" (Universal), with John Wayne.

REGENT
"Joy of Living" (RKO Radio), starring Irene Dunne and Douglas Fairbanks, Jr., and "Condemned Women" (RKO Radio), with Sally Eilers.

STRAND
"They Won't Forget" (Warners), starring Claude Rains and Gloria Dickson, and "Everybody's Doing It" (RKO Radio), with Sally Eilers and Preston Foster.

CALGARY

CAPITOL
"The Crowd Roars" (M-G-M), starring Robert Taylor and Maureen O'Sullivan.

ISIS
"Big Broadcast of 1938" (Paramount), starring W. C. Fields, and "Sh! The Octopus" (Warners), with Hugh Herbert.

PALACE
"The Texans" (Paramount), starring Joan Bennett and Randolph Scott.

STRAND
"Adventures of Robin Hood" (Warners), starring Errol Flynn and Olivia de Havilland, and "Mystery House" (Warners), with Dick Purcell.

VARIETY
"Sally, Irene and Mary" (20th Century-Fox), starring Alice Faye and Tony Martin, and "Arsene Lupin Returns" (M-G-M), starring Warren William and Melvyn Douglas.

VANCOUVER

BEACON
"The Devil's Party" (Universal), starring Victor McLaglen, and "Mystery of the Hooded Horsemen" (G-N), starring Tex Ritter. Also stage show.

CAPITOL
2nd week. "Alexander's Ragtime Band" (20th Century - Fox), starring Tyrone Power, Alice Faye and Don Ameche.

ORPHEUM
"The Crowd Roars" (M-G-M), starring Robert Taylor and Maureen O'Sullivan, and "The Chaser" (M-G-M), with Dennis O'Keefe.

PLAZA
2nd week. "Algiers" (Wanger-U.A.), starring Charles Boyer.